

STN CRAFT ACHIEVEMENT AWARDS 2016



<p style="text-align: center;">RULES & REGULATIONS</p> <ul style="list-style-type: none"> • STN is looking to recognize middle school and high school affiliate programs that have excelled in the craft of film, video and online media production. • Outstanding programs that produce a wide variety of well-crafted content over the course of a school year may apply for a Craft Achievement Award. • STN Affiliate programs will be evaluated and earn awards based on a set-forth criteria. Programs that meet the criteria will be rated Gold, Silver or Bronze. If an entry does not meet the criteria, then no award will be granted. All entries will receive professional feedback from an STN Judge. • Entries must be submitted online in the form of web content. Judges will spend between 10-30 minutes browsing a website. • Websites may include samples of ANY type of media production, including but not limited to, short films, animations, cultural pieces, educational programs, public service announcements, commercials, documentaries, entertainment segments, live events and news productions. 	<p style="text-align: center;">PROGRAM STANDARDS</p> <p>The judges are looking for entries that show excellence in the following criteria:</p> <ul style="list-style-type: none"> ✓ Videography ✓ Writing ✓ Editing ✓ Lighting ✓ Sound ✓ Creativity ✓ Content Diversity ✓ Technical Complexity ✓ Compilation Presentation ✓ Followed Directions <p>Websites should be populated with content that gets the viewer's attention and keeps it. Segments should represent what your program does on a regular basis. Websites may be created specifically for this contest, but the video content must be 100% student work, not professional.</p> <p>The overall impact of the samples within the website will be the focus of the judging process. This is not a website design contest. Judges will be looking at video content, not website design.</p>
<p style="text-align: center;">PROCEDURES</p> <ul style="list-style-type: none"> • Compile and create a website that features student media produced during the school year. Any website platform may be used, including US Education TV ESE websites. • Register and submit the program website entry by logging into the STN Dashboard. • All entries must be registered and URL submitted by 5pm PST on June 1, 2016. • Entries will be evaluated by an industry professional. Craft Achievement Awards will be announced and published on the STN website in September 2016. All decisions by Judges and STN are final. 	<p style="text-align: center;">REGISTRATION</p> <ul style="list-style-type: none"> • Only registered STN Affiliates may enter the Craft Achievement Awards. • Registration for the Craft Achievement Awards must be completed through the teacher's dashboard. Only teachers may access the STN Dashboard System. • Entries cost \$25 and must be paid with a credit card at the time of registration. This fee is not refundable should an affiliate decide not to enter OR the deadline is missed for any reason. • Winners will be announced in September on the STN website.

CRAFT ACHIEVEMENT AWARD – Judging Criteria

After reviewing an entry website, the judges will score up to ten points in each of the following categories. Total scores will determine if a school receives an award.

- **Videography** – The visuals tell stories. The shots are generally steady, focused and well composed. Compelling sequences and creative angles were utilized.
- **Writing** – The samples have apparent structure and flow. Stories have a beginning, middle and an end. There are smooth transitions between the main points in the samples.
- **Editing** – The editing in the samples does not distract from the story. The sequences and transitions are smooth. Common editing mistakes are avoided (jump cuts, flash frames, etc...) There were creative editing techniques in the samples.
- **Lighting** – The videos are crisp, clear and generally free from lighting issues. The videographers mostly avoided poor lighting situations and adjusted the lens to optimize their visuals.
- **Sound** – The sounds in the samples are generally clean and clear. The sounds are used appropriately and are balanced. Sound helps tell the story.
- **Creativity** – The affiliate program produces something unique or different. There are a few surprises and some unexpected content. The program takes creative risks and it pays off.
- **Content Diversity** – The affiliate program produces a variety of different types of television, film and multi-media content. The program demonstrate excellence both in front of the camera and behind it. The program makes an effort to include the school and community.
- **Technical Complexity** – The program shows a mastery of technical skill throughout all the samples submitted. The samples demonstrate complex shooting and editing techniques. The program produces and executes technically difficult content.
- **Compilation Presentation** – The entry shows off the program's best work. The entry was well-organized with appropriate samples which leaves an impact on the viewer.
- **Followed Directions** – The entry met the contest objectives and followed all the rules and procedures. The website entry did not make use of copyright music or images and it followed STN's creative contest policies.

94-100 GOLD – Meets and exceeds the standards set forth by the judging criteria

87-93 SILVER – Meets all of the standards set forth by the judging criteria

80-87 BRONZE – Meets most of the standards set forth by the judging criteria

Below NO AWARD – Does not meet enough criteria

STN Creative Policy: www.studenttelevision.com

STN Copyright Policy: www.studenttelevision.com